

2022-2023 The State of Digital Adoption

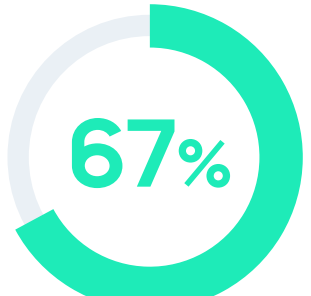
From transformation to adoption:
How enterprises can unlock value from their digital spend

1,475
business leaders surveyed

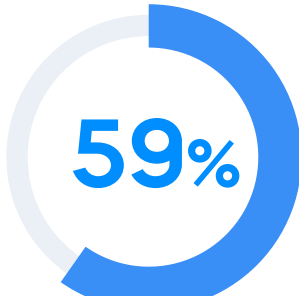
Global enterprises across 11 industries analyzed



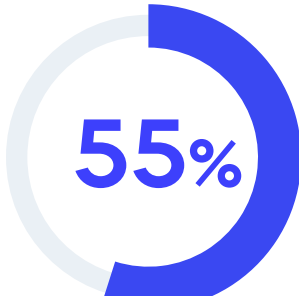
Why is digital adoption needed?



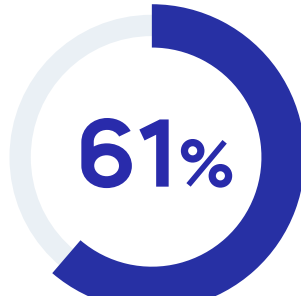
of enterprises are under pressure to accelerate digital transformation



of digital KPIs are not met by enterprises every year



of enterprises say employees lack digital dexterity to use applications effectively



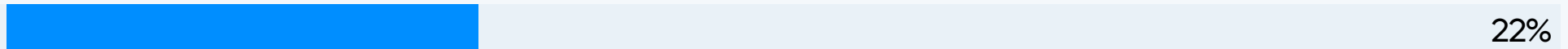
of leaders say poor digital experiences likely contribute to employee resignations

What does digital adoption look like today?

60% of decision makers think a lack of end-user adoption negatively impacts digital ROI.



Yet, only 22% of enterprises use adoption as a digital transformation KPI



78% of enterprises have in-house employees or teams to manage digital adoption

6.5%
Other

5.1%
One in-house employee

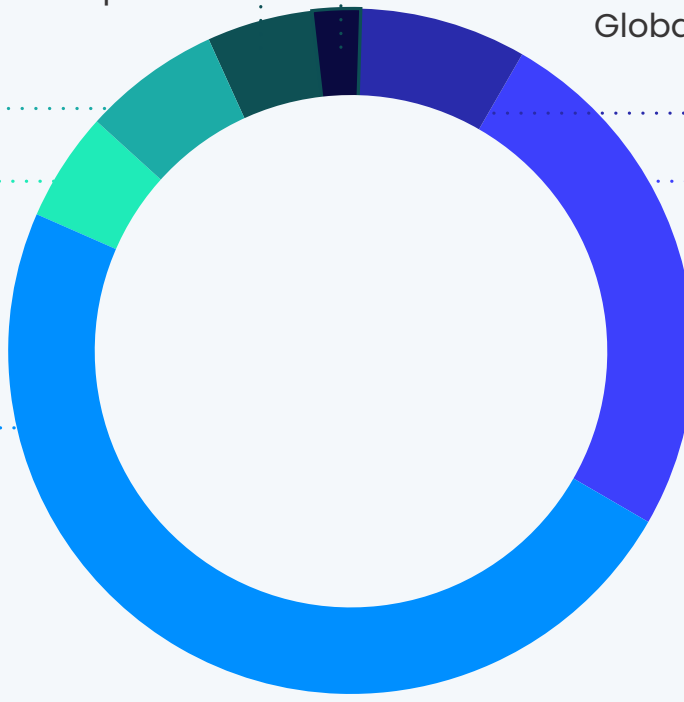
47.9%
In-house team of six or more people

5.1%
The original software provider

2.2%
Don't know

7.9%
Global systems integrator or other consultant

25.2%
In-house team of five people or fewer



Building your digital adoption strategy

What does failed digital adoption mean for your organization?
Having the right strategy can help you achieve your targets faster.

Top-5 consequences of failed digital adoption

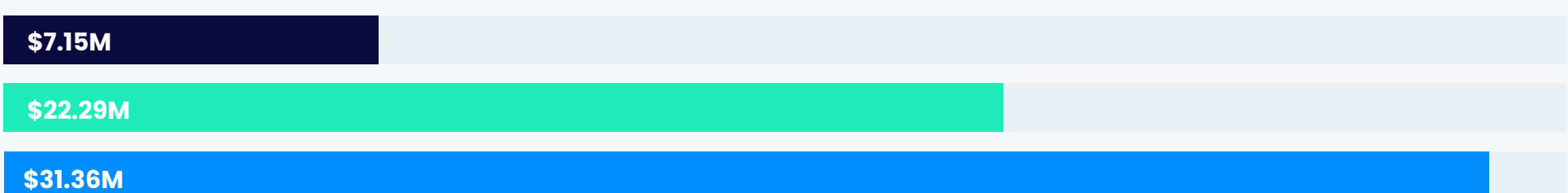
- Increased security risk
- Operational inefficiencies and wasted resources
- Poor employee retention
- Failure to adapt to industry changes
- Lost competitive advantage

Top-5 priorities for new technologies

- Improving existing IT security
- Efficiently increasing application utilization
- Optimizing support for hybrid work
- Improving infrastructure and cloud migration
- Adapting to cutting-edge technologies (e.g., edge computing, blockchain)

Planned digital adoption investment

Small enterprises Medium-sized enterprises Large enterprises



Enterprises are investing heavily in digital adoption.

Will you?

Learn how your digital adoption strategy compares to leading global enterprises

Get the full report